

Message Text

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PAGE 01 LONDON 11448 01 OF 02 200216Z
ACTION NEA-10

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R 191457Z JUL 78
FM AMEMBASSY LONDON
TO USDOC WASHDC
INFO AMEMBASSY TEHRAN
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UNCLAS SECTION 01 OF 02 LONDON 11448

E.O. 11652: N/A
TAGS: BBSR, UK, IR
SUBJECT: GLOBAL MARKET RESEARCH: INDUSTRIAL PROCESS
CONTROLS, IRAN

REF: USDOC 12445

1. METRA HAS COME UP WITH FOLLOWING REPLIES TO DEPART-
MENTS CRITICISMS:
A) PAGE 19 SECTIONS 3.2.1, A, B AND C - WERE COPIES OF
GENERAL DESCRIPTIONS OF "GLOBAL TRENDS", "ENERGY CRISIS"
AND "OIL PRODUCING NATIONS". THIS DATA IS ALL BOTH
INTERESTING, RELEVANT AND UP TO DATE BUT COULD BE ELIM-
INATED TO SOLVE "PROBLEM" WITHOUT LOSING DISCRETE,
PRECISE, CREDIBLE DATA IN THE REPORT. ALTERNATIVELY
THE PARAGRAPHS MIGHT BE REPHRASED USING SAME CONTENT.
B) PAGES 54 AND 55 "U.S. SUPPLIERS - COMPETITIVE PRO-
FILE", "MAJOR COMPETITORS - EEC" AND "DOMESTIC
COMPETITION" - THIS DATA IS BOTH TRUE AND UP TO DATE -
IT COULD BE REWRITTEN IF NECESSARY.
C) PAGES 67 AND 68 3.3.1 (A) "CHEMICAL PROCESSING
INDUSTRY" - THESE PARAGRAPHS ARE LOGICAL, CLEAR AND IN-
FORMATIVE. SOME OF THE DATA IN THESE TWO PAGES AGREES
WITH DATA IN THE CHEMICAL INDUSTRIES SECTION OF THE 1977
SECTORAL STUDY. THIS SECTION HAS AROUND 7,000 WORDS
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(EQUIVALENT TO 3U PAGES OF METRA'S REPORT) AND IS THE
MOST USEFUL SOURCE OF DATA IN IRAN ON THE CHEMICAL
SECTOR. METRA STATES ITS REPORT AGREES WITH THIS DATA
PUNCTUATING IT WITH SPECIFIC REFERENCES TO IPC AND
QUERIES WHETHER USDOC WOULD HAVE BEEN HAPPIER HAD IT
(METRA) NOT AGREED WITH THIS DATA.
D) PAGES 69 TO 82 - SIMILAR SELECTED DATA (NOT

TABLES) FROM OTHER SECTORS (PARTLY FROM SECTORAL STUDY) PUNCTUATED WITH DIRECT REFERENCES AND DISCUSSIONS ON IPC WITHIN THESE SECTORS. AGAIN METRA FEELS THE SECTIONS READ WELL AND ARE SUCCINCT AND INFORMATIVE. IF NECESSARY METRA COULD SUMMARISE THESE SECTIONS BUT THIS WOULD INVOLVE REWRITING ALL 12 PAGES WITH THE SAME RESULT. METRA FEELS THIS RESEARCH IS NEITHER OUTDATED NOR RETROSPECTIVE AND FULLY COMPLIES WITH THE VERY DETAILED SPECIFICATION.

IT AGREES THERE IS CONSIDERABLE EMPHASIS ON IRAN'S 5TH DEVELOPMENT PLAN - THE 6TH HAS NOT YET BEEN WRITTEN AND METRA'S EXPERIENCE IN IRAN (IT HAS HAD AN OFFICE THERE FOR THREE YEARS) SHOWS THAT ANY ATTEMPT TO PRECISELY PREDICT THE INDIVIDUAL SECTIONS OF THE 6TH PLAN WILL BE PURE SPECULATION - NOT ANALYTICAL RESEARCH.

METRA ADMITS THE SECTIONS COVERING CHEMICAL, PETROLEUM, PLASTICS AND ELECTRICITY MIGHT HAVE BEEN MORE FORWARD LOOKING AND MIGHT USEFULLY BE AMENDED WHEN A 6TH PLAN IS PUBLISHED (IF).

METRA CONFIRMS JOHN STAINES' ATTENDANCE IN IRAN WAS FOR ONLY 10 DAYS, BUT METRA HAVE AN OFFICE IN TEHRAN AND DR. MELVYN ELSE WAS BRIEFED TO WORK ON THIS PROJECT TO BEGIN THE WORK LONG BEFORE HE ARRIVED.

E) PAGES 15-16 SECTION 3.1 "GENERAL SURVEY CONCLUSIONS" - ARE CRITICISED AS TOO VAGUE AND HISTORIC. METRA AD-

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THIS IS TRUE FOR THE FIRST 5 PARAGRAPHS - THEY
COULD BE REWRITTEN.

METRA STATES THAT CONTROL VALVE ESTIMATES FROM TABLE 1A
MAY BE HIGH (IN COMPARISON TO GMS STUDY). FOOTNOTES TO
TABLE DESCRIBE IMPRECISE NATURE OF ESTIMATES MADE AND
THESE ESTIMATES COULD BE REWORKED IN THE LIGHT OF CURR-
ENT EXPERIENCE. HOWEVER A COMPLETE EXTRACTION TABLE HAS
BEEN INCLUDED IN TABLE 1B SO THAT USDOC CAN CHECK
METRA'S ESTIMATES AND ADJUST IF NECESSARY.

METRA CONSIDERS ITS ESTIMATES ARE AS DEPENDABLE AS ANY.
TABLE 7 - METRA AGREES THERE IS CONSIDERABLE VARIATION
BETWEEN DATA IN THIS TABLE AND SECTORAL STUDY. FOOT-
NOTES TO TABLE CLEARLY STATE WHAT IS INCLUDED. SOME
RE-ESTIMATING MIGHT BE NECESSARY BUT IT WOULD BE LIMITED
WITHOUT 6TH PLAN.

TABLE 8 - NO DATA WAS AVAILABLE BUT IT WAS KNOWN THAT A
COUPLE OF NEW WORKS WERE BEING BUILT. METRA ADMITS
THAT A LITTLE MORE INVESTIGATION MIGHT PROVIDE AN UP-
DATED ESTIMATE TO RESOLVE DIFFERENCE.

ERRORS IN TEXT ON PAGES 76 AND 88 ARE ACCEPTED AS TYPO/
EDITORIAL ERRORS.

MINING/METAL WORKING DISCUSSION SHOULD BE DELETED.

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2. METRA EXPECTS AMENDED SUBMISSIONS OR APPROPRIATE
CORRECTIONS TO BE READY BY MID AUGUST AND WE WILL
FORWARD IMMEDIATELY.
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